

Household and Personal Care - International

November 2022

Pest Control - US

"Inflation is driving sharp increases in pest control product sales but isn't weakening consumers' resolve to rid their home of pests. Performance and safety are more important than ever, fueling ingredient innovation and evolving claim messaging. To remain competitive, brands need to explore how to increase engagement and shift perceptions ...

Household Surface Cleaners - US

"Consumers are consistent in their cleaning routine and category engagement, which results in habit-based purchasing – and little movement in household surface cleaner sales from year to year. Brands that can deliver a balance between sustainability and germ management, while creating a more enjoyable cleaning experience, will find the most ...

October 2022

Marketing to Moms - US

"Most moms put the needs of others before their own. This presents opportunities for brands to encourage moms to take moments for themselves and practice self-care so they can be at their best for their families. More can be done to encourage dads to take on a greater share of ...

Vitamins, Minerals and Supplements - US

"The majority of consumers rely on VMS products to strengthen their foundation of health. Yet, elevated usage of VMS products as a result of the COVID-19 pandemic has begun to soften. As the focus on a multidimensional approach to health intensifies, consumers will seek ways to personalize their supplementation routines ...

Home Laundry Products - US

"Home laundry products represent a market in transition. While this is a category that's historically slow-growing and has low consumer involvement, the last few years have witnessed the trial of new formats and ingredients with the potential to change how consumers think about convenience and sustainability. But maybe more important ...

Men's Personal Care - US

"After the men's category experienced a decline in 2020 due to the COVID-19 pandemic, retail sales are expected to see significant growth in 2022, an almost 20% increase since 2020. While some of this can be attributed to a rebalance in the market and the functional nature of the category ...

September 2022

The Personal Care Consumer - US

The Natural Household Consumer - US

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“The total personal care market is expected to see low single-digit sales growth in 2022, driven by consistent product usage and the functional nature of the category. Adjusted for inflation, however, the category struggled to maintain sales dollars, highlighting value-driven behavior. As consumers prioritize products and spending in a cost-sensitive ...

“As the pandemic began to transition to an endemic and the need to immediately kill germs in the home declined, many analysts predicted a broader adoption of natural/eco-friendly cleaners. But due to historic inflation, consumers prioritized their wallets over their eco values and revenue for the country’s largest natural ...

Pet Supplies - US

“As pets continue to be a bigger part of people’s lives, consumers will continue shopping for various pet supplies. This will provide sustained growth to the category despite challenges of inflation and shifts in consumer spending. Moving forward, delivering value, health and wellness will be areas of focus as consumers ...

Digestive Health - US

“Gastrointestinal issues continue to plague consumers on a regular basis as a result of stress, lifestyle and environmental challenges. As consumers strive to optimize their overall health and wellbeing, they are recognizing the vital role that the gut microbiome plays. Consumers seek to treat the underlying causes of digestive issues ...

August 2022

Natural and Organic Toiletries - UK

“While value sales of organic health and beauty products have continued to rise, inflation and the growing importance of sustainability could threaten demand for natural/organic BPC going forward. As price sensitivities grow, value-focussed NPD can dissuade consumers from moving away from natural/organic BPC. Meanwhile, science will play an ...

OTC Pain Management - US

“The majority of adult consumers experience some degree of regular pain. As life turns to the “next normal” and normal levels of activity resume, consumers are increasingly exposed to practices that increase the risk of pain instance. Following the overall shift toward preventative care, consumers are looking for solutions that ...

July 2022

Marketing to Millennials - US

“Millennials are at a lifestage where they are in distinct subsegments – some becoming newly independent while others are comfortably settling into parenthood. Because Millennials are at such different stages, each with their own unique set of needs, they must be marketed to accordingly. For example, Younger Millennials aspire to ...

Bodycare and Deodorant - US

“The bodycare and APDO market has shown slow yet steady growth since 2017, which can partially be attributed to the essential nature of the category and stable market penetration. While sales are expected to increase almost 7% in 2022, inflation adjustments show relatively flat growth with slow sales increases to ...

Household Care Habits of Pet Owners - UK

“Interest in pet-friendly products aligned with wellness trends and created to address pet owners’ unique cleaning needs creates new opportunities for brands to explore. While heritage market players are well placed to

Oral Health - US

“The pandemic provided the impetus for Americans to establish new healthy at-home rituals in personal care, which fuelled a positive change in oral care routines and products used. Advancing the idea of good oral care as a

capitalise on modern pet love, it is key for brands to illustrate pets as their ultimate consumer to ...

component of self-care will continue to resonate with a large constituency of consumers ...

Disposable Baby Products - US

“After seven consecutive years of declining birthrates, 45,000 more babies were born in the US in 2021 vs 2020. Parents who delayed having a baby in the early days of the pandemic finally moved ahead with their plans. In response, category sales grew by 6.2% in 2021 based ...

June 2022

Marketing to Gen Z - US

“Whether they are teenagers or young adults, Gen Z are in a transitory phase in their lives, as even the adult members of this generation are not yet fully financially independent of their parents. While also having to deal with the struggles traditionally associated with coming of age, Gen Z ...

May 2022

Feminine Hygiene and Sanitary Protection Products - US

“Positive category growth trends have been influenced by a more dynamic competitive landscape and increased usage of feminine hygiene products. Motivations have moved beyond strictly functional as consumers look for feminine care solutions that support their overall health and values. Looking forward, expanding usage occasions beyond menstruation and supporting women’s ...

Managing Common Illness - US

“The COVID-19 pandemic changed the way that consumers approach managing common illness. While consumers still rely on traditional OTC cough, cold, and flu remedies to treat symptoms of common illness, they have also begun to look for immune-boosting ingredients in an effort to prevent future illness. As consumers return to ...

Major Household Appliances - US

“The pandemic provided the impetus for Americans to use their home differently, which has in turn created new perspective for what is important when purchasing a major household appliance. Buying an appliance is more than a purchase based on a need. Stylish designs, smart functionality, health/wellness, sustainability and efficacy ...

Intimate Hygiene and Sanitary Protection Products - UK

“The sanitary protection segment of the market continues to struggle to grow its value, although an ageing population and rise in conditions that have strong risk factors for incontinence look favourable for future incontinence product value sales. The impact of single-use products is increasingly front of mind for retailers and ...

April 2022

Shampoo, Conditioner and Hairstyling Products - US

"The shampoo, conditioner and hairstyling products market has shown slow yet steady growth since 2017, which can partially be attributed to the essential nature of the category and stable market penetration. Although the disruptions brought on by the pandemic didn't lead to a massive decline across the total market, COVID-19 ...

March 2022

Cleaning the House - US

"Cleaning habits have shifted slightly in the past year as virus concerns lessen slightly and consumers return to some old routines and lifestyles, resulting in more time spent outside of the home. This poses a potential challenge for category participation, as health and time were two major assets driving heightened ...

Household Paper Products - US

"Few events have the power to turn the products of a mature, highly-saturated market into a rare commodity, but that's what COVID-19 did to the household paper market. When the pandemic struck in 2020, the category posted 20.9% growth and added more than \$4 billion in sales for the ...

February 2022

Drug Stores - US

"Drug stores sit in a mostly comfortable position currently as the channel has seen increased sales from COVID-19 vaccinations, boosters and prescription fulfillment. While the channel holds a small lead in terms of where people shop for healthcare needs, retailers face heavy competition from the likes of mass merchandisers and ...

Suncare and Skin Protection - US

"After taking a short-term hit in 2020 due to social distancing measures and travel restrictions, sunscreen and skin protection sales are heating back up, thanks to the widespread distribution of vaccines and consumers'

Children and Health - US

"The children's health category continues to have a wide reach, with approximately 74% of parents relying on OTC remedies and VMS products to maintain their children's health. Market sales remain strong, at \$3 billion, despite lingering pandemic uncertainty and rising inflation. Mintel predicts that the children's health market will grow ...

Skin Conditions - US

"The lifestyle shifts and health concerns brought on by the pandemic had a varied impact on skin condition routines and product usage. While certain segments were challenged by limited time spent outside of the home, greater focus on physical skin health and mental health, as well as heightened personal hygiene ...

Soap, Bath and Shower Products - US

"After experiencing skyrocketing growth in 2020 due to stockpiling behaviors, SBS sales are expected to decline in 2021, which is a reflection of the market rebalancing itself. However, market sales are not expected to return to pre-pandemic levels, thanks to a renewed focus on hygiene and wellness. Consumers' intention to ...



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elevated focus on skin health. However, encouraging consumers to use sunscreen during colder months and indoors is ...

January 2022

Aircare - US

“Following 2020’s accelerated growth brought on by the pandemic, 2021 category sales were tempered yet still in the double-digits, reflecting both the lingering nature of the pandemic’s impact balanced with, for many, a return to some old routines and lifestyles, such as increased time outside of the home. However, the ...